

Retail Trade Area Demographics

Mendenhall, Mississippi

Simpson County Development Foundation
Mendenhall, Mississippi

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TheRetailCoach®



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About The Retail Coach

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from “macro to micro” retail trade area assessment to actively recruiting retailers on behalf of our clients.

Through its unique Retail360 process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail360 Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms’ offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through extensive visits within our clients’ communities.

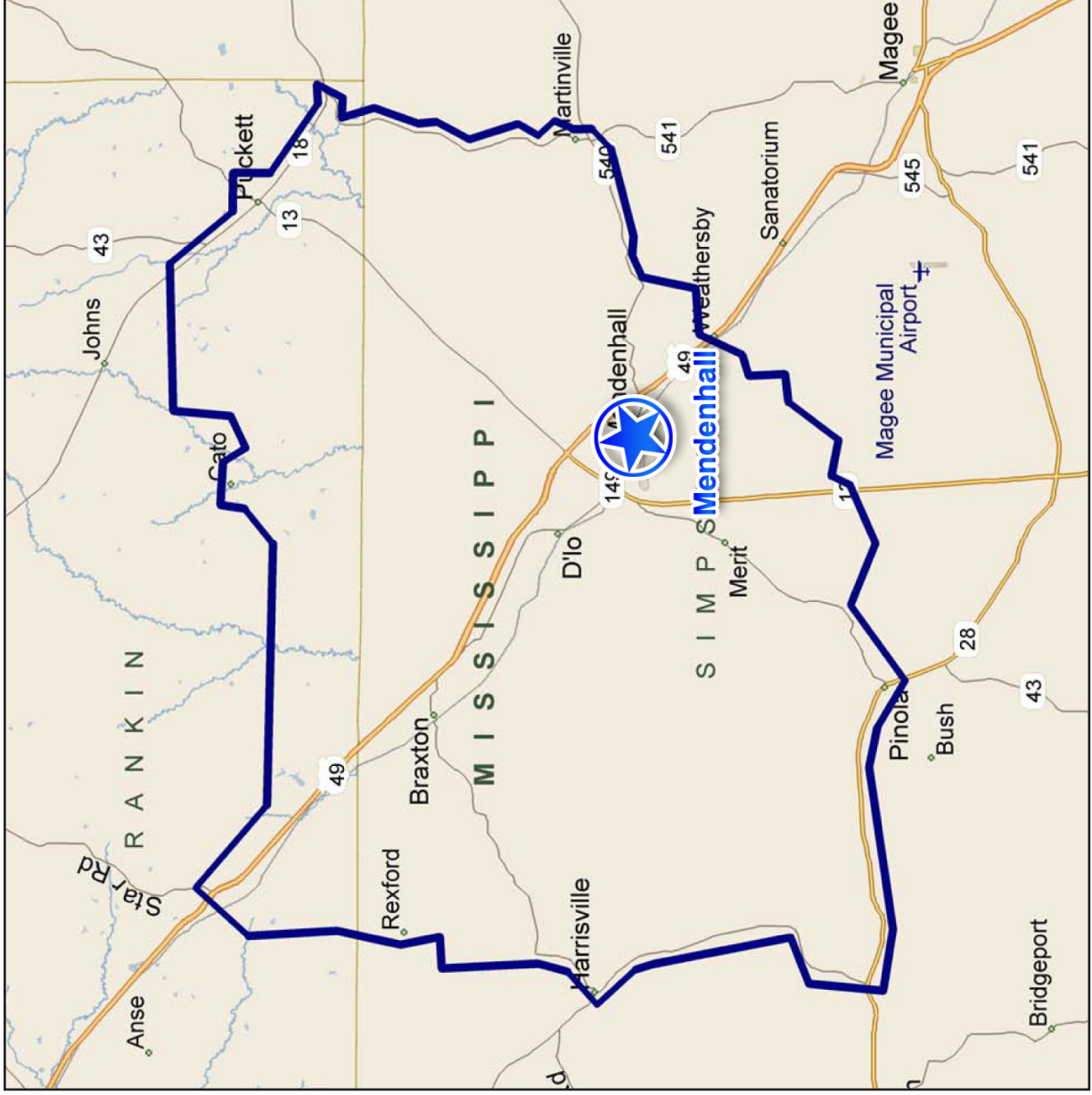
Every community is different, and there is no “one size fits all” retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community’s needs helps assure our clients that they are receiving the latest and best information for their retail recruitment efforts — all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail360 process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.

The Retail Coach — It’s not about data. It’s about your success.

Retail Trade Area Map

Mendenhall, Mississippi



Retail Trade Area Demographics

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DESCRIPTION	DATA	%
Population		
2014 Projection	10,942	
2009 Estimate	10,943	
2000 Census	10,714	
1990 Census	9,323	
Growth 2009-2014	-0.01%	
Growth 2000-2009	2.14%	
Growth 1990-2000	14.92%	
2009 Est. Population by Single Race Classification	10,943	
White Alone	7,203	65.82
Black or African American Alone	3,585	32.76
American Indian and Alaska Native Alone	21	0.19
Asian Alone	13	0.12
Native Hawaiian and Other Pacific Islander Alone	1	0.01
Some Other Race Alone	20	0.18
Two or More Races	100	0.91
2009 Est. Population Hispanic or Latino by Origin*	10,943	
Not Hispanic or Latino	10,813	98.81
Hispanic or Latino:	130	1.19
Mexican	50	38.46
Puerto Rican	5	3.85
Cuban	9	6.92
All Other Hispanic or Latino	65	50.00
2009 Est. Hispanic or Latino by Single Race Class.	130	
White Alone	76	58.46
Black or African American Alone	31	23.85
American Indian and Alaska Native Alone	0	0.00
Asian Alone	0	0.00
Native Hawaiian and Other Pacific Islander Alone	0	0.00
Some Other Race Alone	18	13.85
Two or More Races	5	3.85

Retail Trade Area Demographics

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DESCRIPTION	DATA	%
2009 Est. Pop. Asian Alone Race by Category*	13	
Chinese, except Taiwanese	0	0.00
Filipino	3	23.08
Japanese	0	0.00
Asian Indian	7	53.85
Korean	0	0.00
Vietnamese	0	0.00
Cambodian	0	0.00
Hmong	0	0.00
Laotian	0	0.00
Thai	0	0.00
Other Asian	3	23.08
Two or more Asian categories	0	0.00
2009 Est. Population by Ancestry	10,943	
Pop, Arab	1	0.01
Pop, Czech	0	0.00
Pop, Danish	1	0.01
Pop, Dutch	21	0.19
Pop, English	314	2.87
Pop, French (except Basque)	49	0.45
Pop, French Canadian	2	0.02
Pop, German	182	1.66
Pop, Greek	2	0.02
Pop, Hungarian	0	0.00
Pop, Irish	482	4.40
Pop, Italian	53	0.48
Pop, Lithuanian	0	0.00
Pop, United States or American	2,523	23.06
Pop, Norwegian	26	0.24
Pop, Polish	9	0.08
Pop, Portuguese	0	0.00
Pop, Russian	0	0.00
Pop, Scottish	44	0.40
Pop, Scotch-Irish	158	1.44
Pop, Slovak	0	0.00
Pop, Sub-Saharan African	65	0.59
Pop, Swedish	13	0.12
Pop, Swiss	1	0.01
Pop, Ukrainian	0	0.00
Pop, Welsh	49	0.45
Pop, West Indian (exc Hisp groups)	1	0.01

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DESCRIPTION	DATA	%
2009 Est. Population by Ancestry		
Pop, Other ancestries	3,186	29.11
Pop, Ancestry Unclassified	3,762	34.38
2009 Est. Pop Age 5+ by Language Spoken At Home	10,128	
Speak Only English at Home	9,902	97.77
Speak Asian/Pacific Islander Language at Home	24	0.24
Speak IndoEuropean Language at Home	54	0.53
Speak Spanish at Home	144	1.42
Speak Other Language at Home	6	0.06
2009 Est. Population by Sex	10,943	
Male	5,303	48.46
Female	5,640	51.54
Male/Female Ratio	0.94	
2009 Est. Population by Age	10,943	
Age 0 - 4	815	7.45
Age 5 - 9	772	7.05
Age 10 - 14	788	7.20
Age 15 - 17	494	4.51
Age 18 - 20	440	4.02
Age 21 - 24	571	5.22
Age 25 - 34	1,440	13.16
Age 35 - 44	1,382	12.63
Age 45 - 49	745	6.81
Age 50 - 54	713	6.52
Age 55 - 59	699	6.39
Age 60 - 64	576	5.26
Age 65 - 74	830	7.58
Age 75 - 84	450	4.11
Age 85 and over	229	2.09
Age 16 and over	8,415	76.90
Age 18 and over	8,074	73.78
Age 21 and over	7,635	69.77
Age 65 and over	1,509	13.79
2009 Est. Median Age	36.10	
2009 Est. Average Age	37.38	

Retail Trade Area Demographics

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DESCRIPTION	DATA	%
2009 Est. Male Population by Age	5,303	
Age 0 - 4	418	7.88
Age 5 - 9	398	7.51
Age 10 - 14	413	7.79
Age 15 - 17	257	4.85
Age 18 - 20	217	4.09
Age 21 - 24	284	5.36
Age 25 - 34	709	13.37
Age 35 - 44	639	12.05
Age 45 - 49	345	6.51
Age 50 - 54	340	6.41
Age 55 - 59	355	6.69
Age 60 - 64	287	5.41
Age 65 - 74	394	7.43
Age 75 - 84	181	3.41
Age 85 and over	67	1.26
2009 Est. Median Age, Male	34.37	
2009 Est. Average Age, Male	36.07	
2009 Est. Female Population by Age	5,640	
Age 0 - 4	396	7.02
Age 5 - 9	374	6.63
Age 10 - 14	375	6.65
Age 15 - 17	237	4.20
Age 18 - 20	223	3.95
Age 21 - 24	287	5.09
Age 25 - 34	732	12.98
Age 35 - 44	743	13.17
Age 45 - 49	399	7.07
Age 50 - 54	373	6.61
Age 55 - 59	344	6.10
Age 60 - 64	289	5.12
Age 65 - 74	436	7.73
Age 75 - 84	269	4.77
Age 85 and over	162	2.87
2009 Est. Median Age, Female	37.63	
2009 Est. Average Age, Female	38.62	

Retail Trade Area Demographics

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DESCRIPTION	DATA	%
2009 Est. Population Age 15+ by Marital Status*	8,568	
Total, Never Married	1,909	22.28
Married, Spouse present	4,698	54.83
Married, Spouse absent	396	4.62
Widowed	674	7.87
Divorced	892	10.41
Males, Never Married	1,036	12.09
Previously Married	550	6.42
Females, Never Married	874	10.20
Previously Married	1,016	11.86
2009 Est. Pop. Age 25+ by Educational Attainment*	7,063	
Less than 9th grade	771	10.92
Some High School, no diploma	1,292	18.29
High School Graduate (or GED)	2,530	35.82
Some College, no degree	1,320	18.69
Associate Degree	333	4.71
Bachelor's Degree	565	8.00
Master's Degree	186	2.63
Professional School Degree	62	0.88
Doctorate Degree	4	0.06
Households		
2014 Projection	4,142	
2009 Estimate	4,108	
2000 Census	3,924	
1990 Census	3,264	
Growth 2009-2014	0.83%	
Growth 2000-2009	4.69%	
Growth 1990-2000	20.22%	
2009 Est. Households by Household Type	4,108	
Family Households	3,083	75.05
Nonfamily Households	1,025	24.95
2009 Est. Group Quarters Population	204	
2009 Households by Ethnicity, Hispanic/Latino	31	0.75

Retail Trade Area Demographics

Mendenhall, Mississippi

DESCRIPTION	DATA	%
2009 Est. Households by Household Income	4,108	
Income Less than \$15,000	841	20.47
Income \$15,000 - \$24,999	527	12.83
Income \$25,000 - \$34,999	478	11.64
Income \$35,000 - \$49,999	721	17.55
Income \$50,000 - \$74,999	755	18.38
Income \$75,000 - \$99,999	440	10.71
Income \$100,000 - \$149,999	265	6.45
Income \$150,000 - \$249,999	62	1.51
Income \$250,000 - \$499,999	12	0.29
Income \$500,000 and more	6	0.15
2009 Est. Average Household Income	\$48,105	
2009 Est. Median Household Income	\$39,321	
2009 Est. Per Capita Income	\$18,307	
2009 Est. Household Type, Presence Own Children*	4,108	
Single Male Householder	422	10.27
Single Female Householder	552	13.44
Married-Couple Family, own children	1,033	25.15
Married-Couple Family, no own children	1,289	31.38
Male Householder, own children	86	2.09
Male Householder, no own children	91	2.22
Female Householder, own children	335	8.15
Female Householder, no own children	249	6.06
Nonfamily, Male Householder	33	0.80
Nonfamily, Female Householder	18	0.44
2009 Est. Households by Household Size*	4,108	
1-person household	974	23.71
2-person household	1,338	32.57
3-person household	774	18.84
4-person household	602	14.65
5-person household	259	6.30
6-person household	108	2.63
7 or more person household	53	1.29
2009 Est. Average Household Size	2.61	

Retail Trade Area Demographics

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DESCRIPTION	DATA	%
2009 Est. Households by Presence of People*	4,108	
Households with 1 or more People under Age 18:		
Married-Couple Family	1,126	27.41
Other Family, Male Householder	109	2.65
Other Family, Female Householder	426	10.37
Nonfamily, Male Householder	10	0.24
Nonfamily, Female Householder	2	0.05
Households no People under Age 18:		
Married-Couple Family	1,197	29.14
Other Family, Male Householder	68	1.66
Other Family, Female Householder	158	3.85
Nonfamily, Male Householder	444	10.81
Nonfamily, Female Householder	569	13.85
2009 Est. Households by Number of Vehicles*	4,108	
No Vehicles	315	7.67
1 Vehicle	1,225	29.82
2 Vehicles	1,627	39.61
3 Vehicles	697	16.97
4 Vehicles	156	3.80
5 or more Vehicles	87	2.12
2009 Est. Average Number of Vehicles*	1.88	
Family Households		
2014 Projection	3,113	
2009 Estimate	3,083	
2000 Census	2,938	
1990 Census	2,501	
Growth 2009-2014	0.97%	
Growth 2000-2009	4.94%	
Growth 1990-2000	17.47%	

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DESCRIPTION	DATA	%
2009 Est. Family Households by Household Income	3,083	
Income Less than \$15,000	468	15.18
Income \$15,000 - \$24,999	365	11.84
Income \$25,000 - \$34,999	365	11.84
Income \$35,000 - \$49,999	518	16.80
Income \$50,000 - \$74,999	658	21.34
Income \$75,000 - \$99,999	406	13.17
Income \$100,000 - \$149,999	234	7.59
Income \$150,000 - \$249,999	54	1.75
Income \$250,000 - \$499,999	10	0.32
Income \$500,000 and more	5	0.16
2009 Est. Average Family Household Income	\$53,193	
2009 Est. Median Family Household Income	\$44,942	
2009 Est. Families by Poverty Status*	3,083	
Income At or Above Poverty Level:		
Married-Couple Family, own children	1,023	33.18
Married-Couple Family, no own children	1,092	35.42
Male Householder, own children	81	2.63
Male Householder, no own children	34	1.10
Female Householder, own children	185	6.00
Female Householder, no own children	138	4.48
Income Below Poverty Level:		
Married-Couple Family, own children	108	3.50
Married-Couple Family, no own children	99	3.21
Male Householder, own children	51	1.65
Male Householder, no own children	10	0.32
Female Householder, own children	226	7.33
Female Householder, no own children	35	1.14
2009 Est. Pop Age 16+ by Employment Status*	8,415	
In Armed Forces	19	0.23
Civilian - Employed	4,553	54.11
Civilian - Unemployed	287	3.41
Not in Labor Force	3,556	42.26

Retail Trade Area Demographics

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DESCRIPTION	DATA	%
2009 Est. Civ Employed Pop 16+ Class of Worker*	4,553	
For-Profit Private Workers	3,153	69.25
Non-Profit Private Workers	181	3.98
Local Government Workers	294	6.46
State Government Workers	473	10.39
Federal Government Workers	126	2.77
Self-Emp Workers	309	6.79
Unpaid Family Workers	18	0.40
2009 Est. Civ Employed Pop 16+ by Occupation*	4,553	
Management, Business, and Financial Operations	457	10.04
Professional and Related Occupations	637	13.99
Service	672	14.76
Sales and Office	1,173	25.76
Farming, Fishing, and Forestry	80	1.76
Construction, Extraction and Maintenance	730	16.03
Production, Transportation and Material Moving	804	17.66
2009 Est. Pop 16+ by Occupation Classification*	4,553	
Blue Collar	1,534	33.69
White Collar	2,218	48.72
Service and Farm	802	17.61
2009 Est. Workers Age 16+, Transportation To Work*	4,480	
Drove Alone	3,534	78.88
Car Pooled	718	16.03
Public Transportation	23	0.51
Walked	58	1.29
Motorcycle	13	0.29
Bicycle	0	0.00
Other Means	36	0.80
Worked at Home	98	2.19
2009 Est. Workers Age 16+ by Travel Time to Work*	4,382	
Less than 15 Minutes	808	18.44
15 - 29 Minutes	919	20.97
30 - 44 Minutes	1,208	27.57
45 - 59 Minutes	889	20.29
60 or more Minutes	558	12.73
2009 Est. Average Travel Time to Work in Minutes*	36.88	

Retail Trade Area Demographics

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DESCRIPTION	DATA	%
2009 Est. Tenure of Occupied Housing Units	4,108	
Owner Occupied	3,437	83.67
Renter Occupied	671	16.33
2009 Occ Housing Units, Avg Length of Residence	10.89	
2009 Est. All Owner-Occupied Housing Values	3,437	
Value Less than \$20,000	353	10.27
Value \$20,000 - \$39,999	560	16.29
Value \$40,000 - \$59,999	600	17.46
Value \$60,000 - \$79,999	520	15.13
Value \$80,000 - \$99,999	430	12.51
Value \$100,000 - \$149,999	523	15.22
Value \$150,000 - \$199,999	245	7.13
Value \$200,000 - \$299,999	147	4.28
Value \$300,000 - \$399,999	26	0.76
Value \$400,000 - \$499,999	10	0.29
Value \$500,000 - \$749,999	13	0.38
Value \$750,000 - \$999,999	4	0.12
Value \$1,000,000 or more	5	0.15
2009 Est. Median All Owner-Occupied Housing Value	\$67,889	
2009 Est. Housing Units by Units in Structure*	4,609	
1 Unit Attached	25	0.54
1 Unit Detached	3,112	67.52
2 Units	35	0.76
3 to 19 Units	122	2.65
20 to 49 Units	23	0.50
50 or More Units	6	0.13
Mobile Home or Trailer	1,285	27.88
Boat, RV, Van, etc.	1	0.02

Retail Trade Area Demographics

Mendenhall, Mississippi

DESCRIPTION	DATA	%
2009 Est. Housing Units by Year Structure Built	4,609	
Housing Units Built 1999 to 2009	476	10.33
Housing Unit Built 1995 to 1998	458	9.94
Housing Unit Built 1990 to 1994	428	9.29
Housing Unit Built 1980 to 1989	830	18.01
Housing Unit Built 1970 to 1979	908	19.70
Housing Unit Built 1960 to 1969	635	13.78
Housing Unit Built 1950 to 1959	355	7.70
Housing Unit Built 1940 to 1949	210	4.56
Housing Unit Built 1939 or Earlier	310	6.73
2009 Est. Median Year Structure Built **	1979	

*In contrast to Claritas Demographic Estimates, "smoothed" data items are Census 2000 tables made consistent with current year estimated and 5 year projected base counts.

**1939 will appear when at least half of the Housing Units in this reports area were built in 1939 or earlier.

Acknowledgements

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Claritas 2008/2009, ESRI 2008/2009, U.S. Census Bureau, Economy.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics.

Mapping data is provided by MapInfo, Claritas, ESRI and/or Microsoft Corporation.

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